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## CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

In Re: Patent Application of Michael A. Plotnick.

Conf. No.: 5480 : Group Art Unit: 2621  
Appln. No.: 10/006,874 : Examiner: Nguyen, Huy Thanh  
Filing Date: 14 November 2001 : Attorney Docket No.: T738-10  
Title: Alternate Advertising in Prerecorded Media

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## CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

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Date: 6/28/06By: Patti Hespell  
Patti HespellMail Stop AF**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****In Re: Patent Application of Michael A. Plotnick**

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Appln. No.:	10/006,874	:	Examiner:	Nguyen, Huy Thanh
Filing Date:	14 November 2001	:	Attorney. Docket No.:	T738-10

Title: Alternate Advertising in Prerecorded Media

**RESPONSE AFTER FINAL REJECTION**

This paper is being filed in response to the June 19, 2006 Final Office Action in the above-identified patent application.

Please amend the above-identified patent application, without prejudice, as follows: